General Art Guidelines

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Have a question?
guidelines@clubpenguin.com

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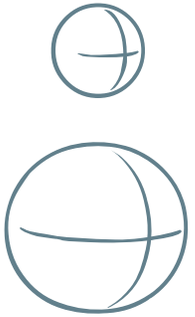
Drawing Penguins

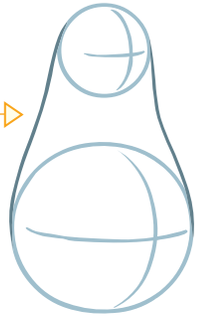
Drawing Penguins may look simple, but if a single feature is drawn off-model, it can make the entire penguin look 'off.'

The following steps should be followed closely with careful attention.



A All penguins start with two circles. One for their head and one for their belly.

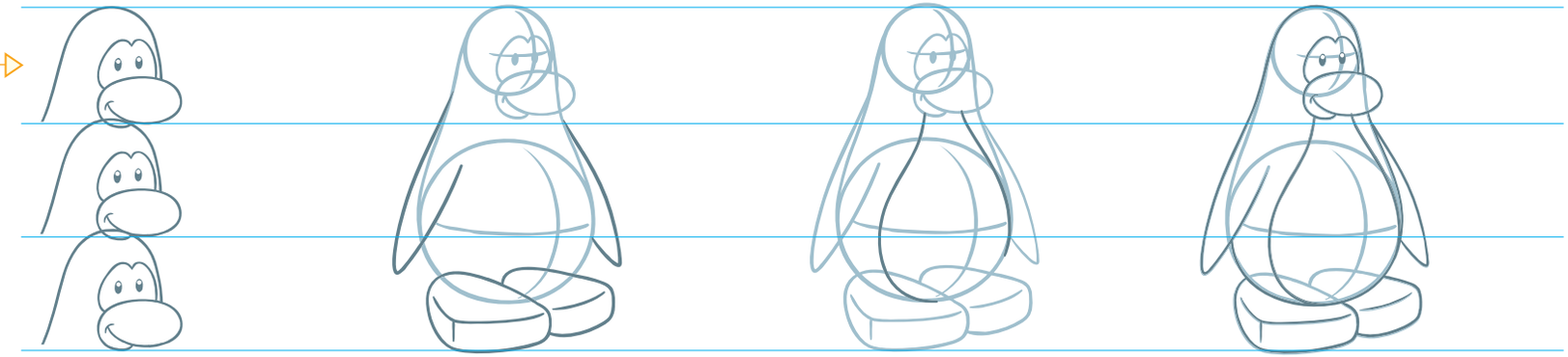
Slight 's' curve



B Next, connect the two circles together by drawing in the sides of the body.

C Then draw in the face.

Penguins are three heads tall.



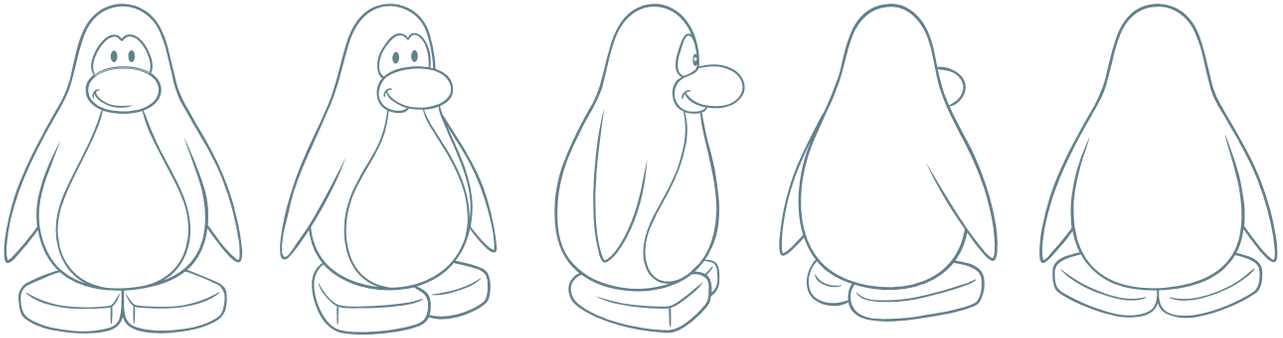
D At this stage we'll give the penguin arms and feet.

E And the tummy line.

F All finished! Draw in the final black outline over top of the sketch and the penguin is complete!

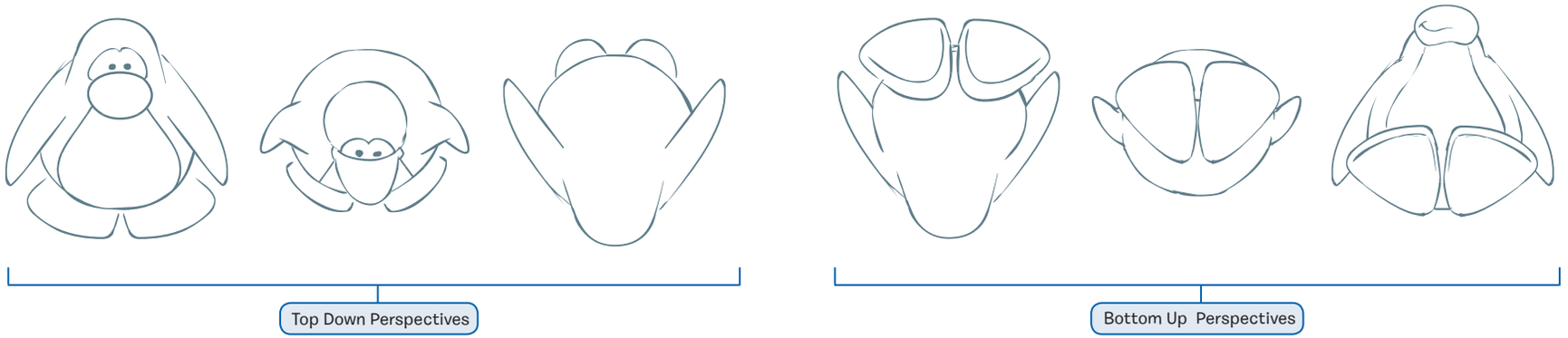
Rotation

These are the most frequently used penguin views. The 3/4 view is the most common, as it creates most visual interest.



Perspective

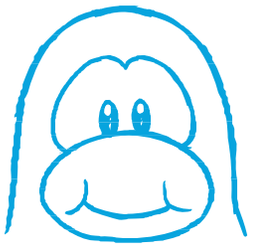
These views show the model of the penguin as seen from top down and bottom up to help with more dramatic representations of the penguin.



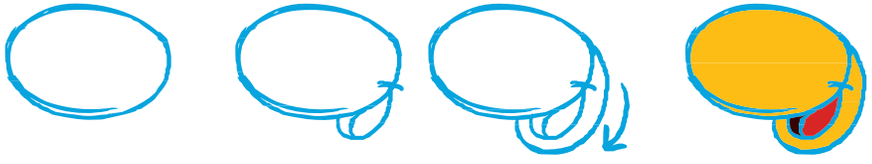
Penguin Beak

The penguin beak is a rigid object, that can be manipulated to help breathe life into the penguin.

Drawing the bottom jaw in ways similar to those shown below allows for more variety and depth of penguin facial expressions. Please note: the "top oval" of the beak must be consistent in shape/mass.



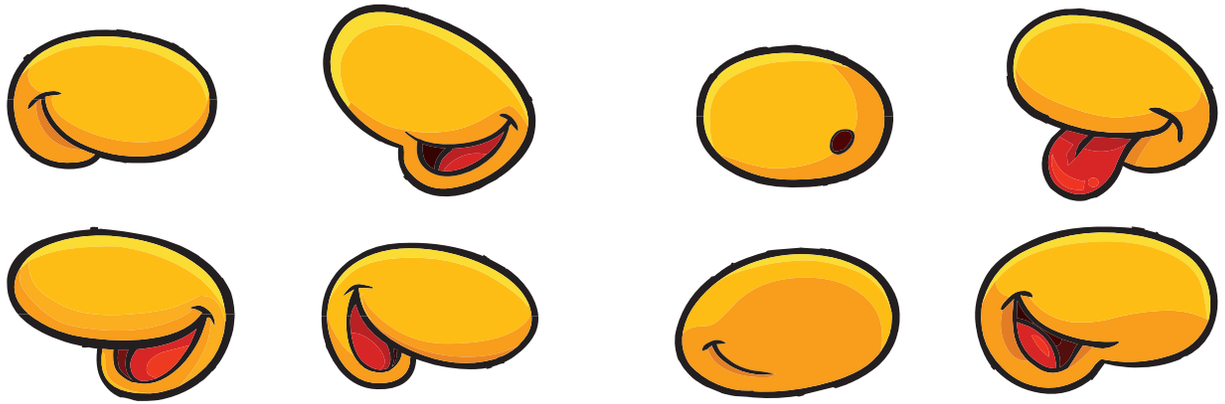
A The corners of the mouth *never* turn in like this (unless the penguin is eating something).



B The beak consists of a simple oval that the jaw attaches onto.

C The top of the beak is a rigid oval. The bottom part of the beak is the part that moves depending on the facial expression.

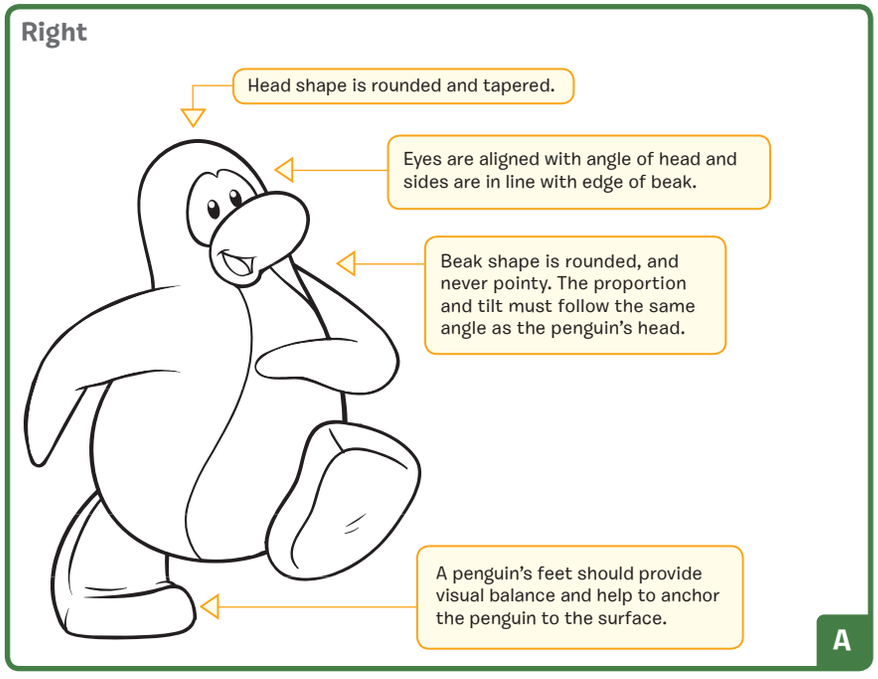
D The jaw sits forward on the beak.

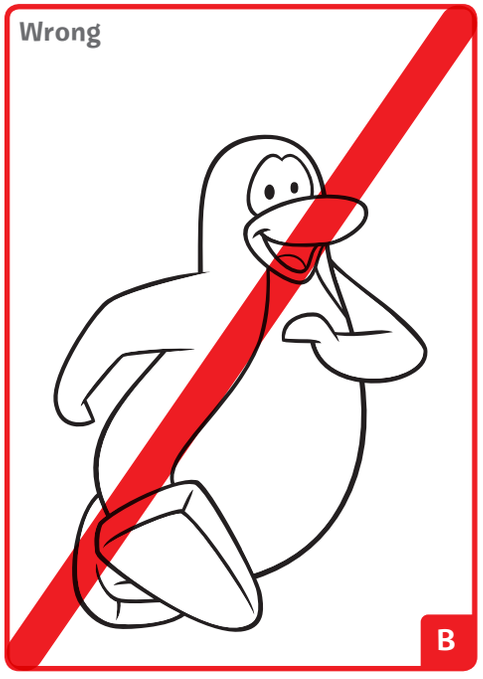


In general, the mouth stays attached to the beak, but in some scenarios can be detached if the pose calls for it.

Penguin Beak

Keep in mind the size of the penguin beak. If drawn too large, it can make the penguin look short. If drawn too small, it can make the penguin look too large.


Right
Head shape is rounded and tapered.
Eyes are aligned with angle of head and sides are in line with edge of beak.
Beak shape is rounded, and never pointy. The proportion and tilt must follow the same angle as the penguin's head.
A penguin's feet should provide visual balance and help to anchor the penguin to the surface.
A



"Sometimes sticking your tongue out or making a barf-face says more than words ever could."

–Aunt Arctic

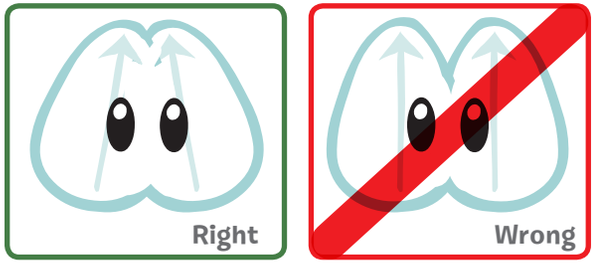
Penguin Eyes

Eyes have been said to be “the window to the soul”. This is especially true with penguins, as this is where much of their personality comes from.

Penguin eyes are seen as two connected opposing egg-shapes. The invisible line that runs down the center of the eyes is where one eye stops and the other begins. Always remember to keep the pupils within their designated eye space.

A The eyes are egg-shaped and connected together as one unit.

B The "eggs" should be pointed towards each other, not straight up and down. The top bumps are almost touching.



C Sometimes penguins can be drawn with little cheeks, if it’s necessary for the expression.

D Eyebrows can be used to help with certain expressions.

E Adding a ring around the pupil helps exaggerate distress.

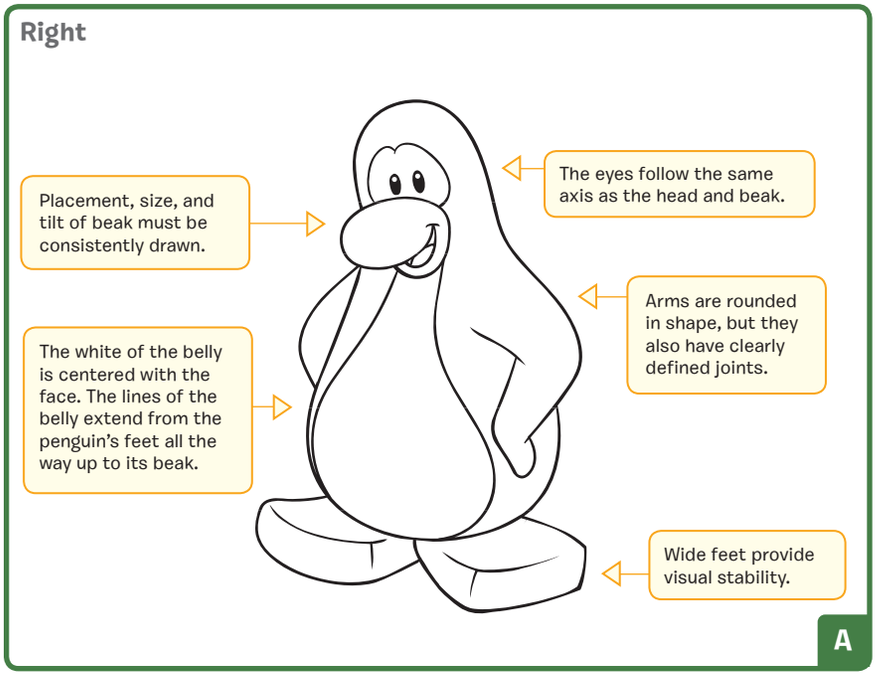
KEEP IN MIND

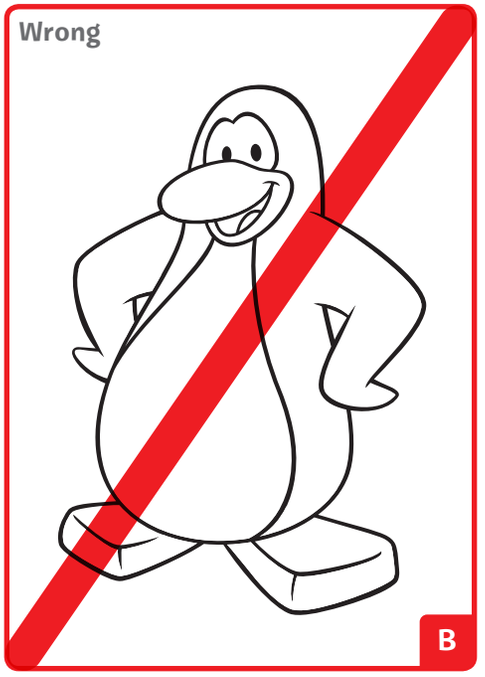
A penguin’s eye typically lines up with the edge of it’s beak.

Penguin Eyes

The sheen on a penguin's pupils breathes an extra bit of life into the eyes, so try to include it as often as you can. The only time you wouldn't include it is if the penguin image is too small for it to register.

The eyelids on the penguin can act as eyebrows to help aid expression. Very rarely will you see the bottom eyelid, unless a look of fear, or a blink is called for.


Right
Placement, size, and tilt of beak must be consistently drawn.
The eyes follow the same axis as the head and beak.
Arms are rounded in shape, but they also have clearly defined joints.
The white of the belly is centered with the face. The lines of the belly extend from the penguin's feet all the way up to its beak.
Wide feet provide visual stability.
A

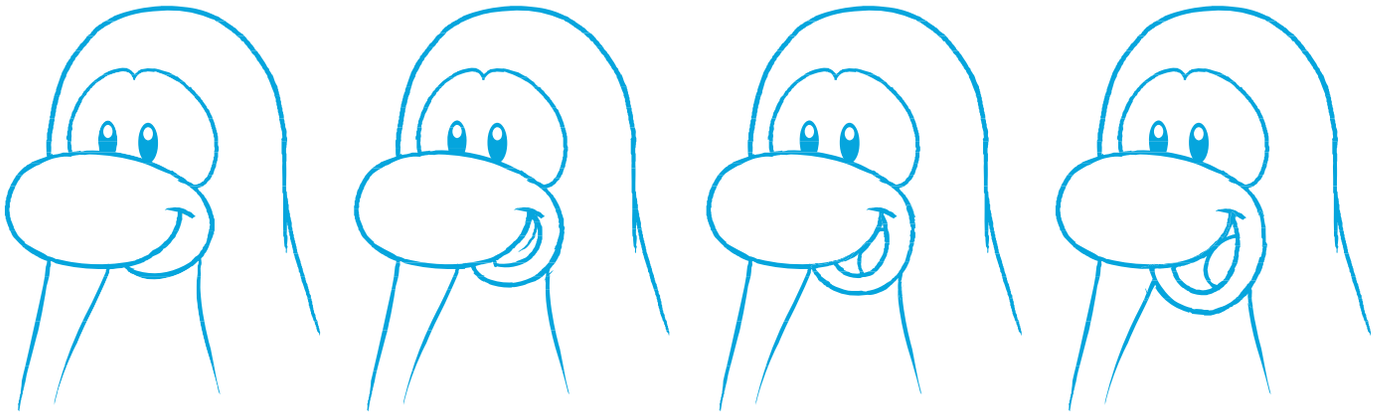


"Arr! I always be keepin' me eyes peeled for treasure and adventure, and so should ye!"

–Rockhopper

Penguin Phoneme

Phoneme is a special word for shape. Used mostly in an animated lip-sync, the following shapes are the hard consonant and vowel sounds.

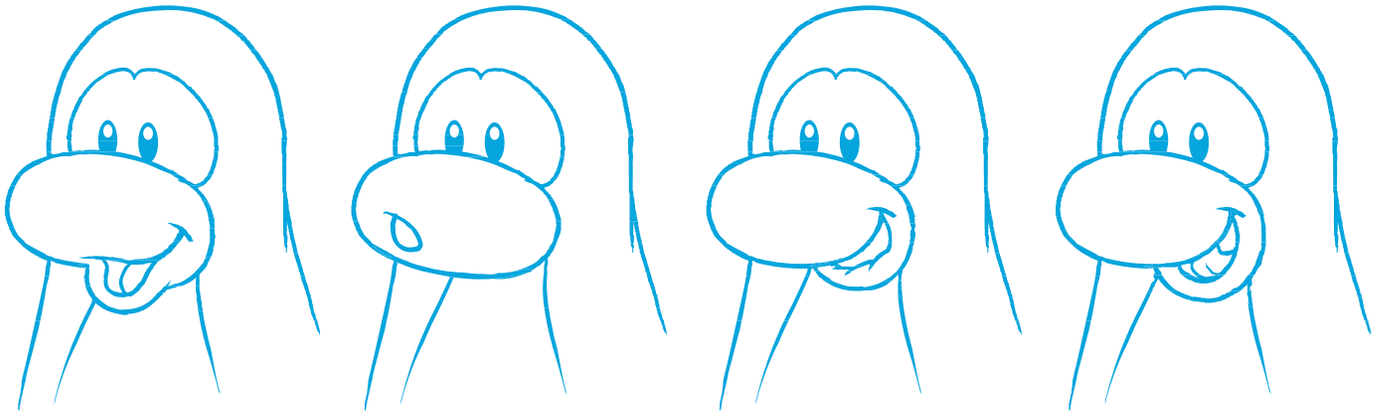


M, B, P

C, D, G,K, N, R,S, Th, Y, Z

E

A, I



U

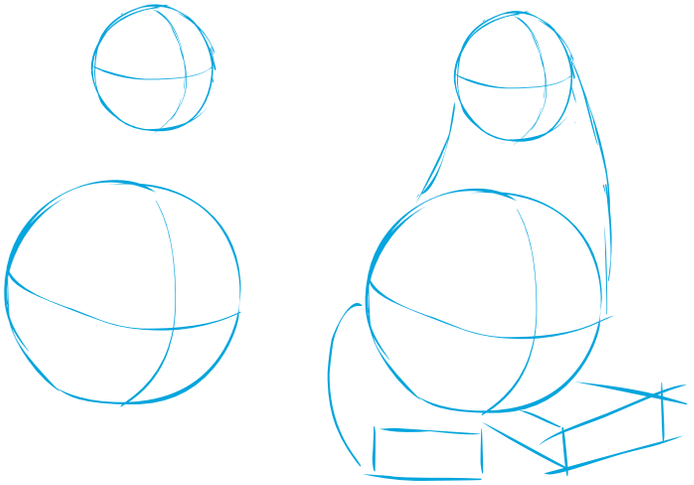
O

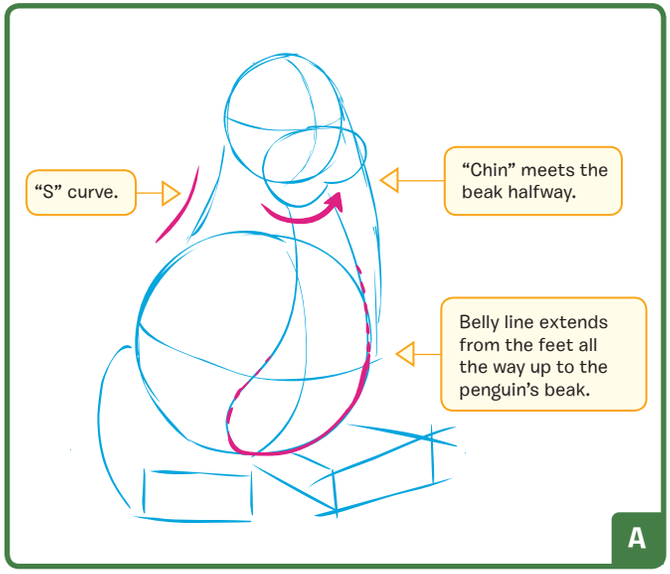
F, V

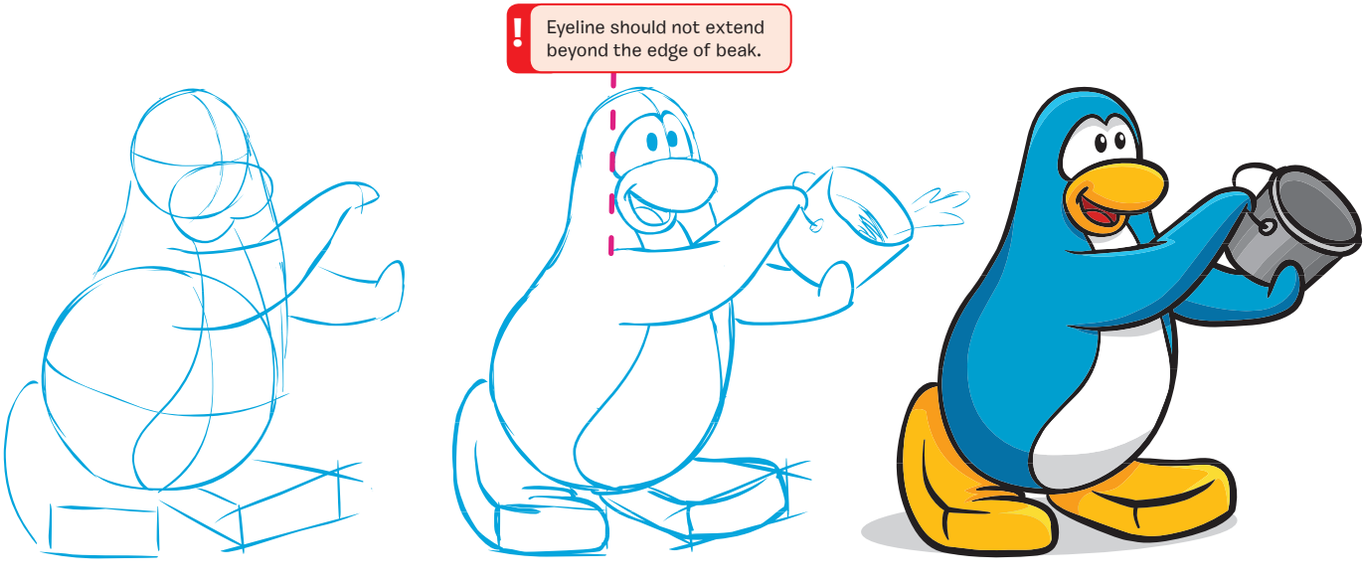
L (sometimes like Th)

Body Shape

The penguin body consists of two circles. A large circle for the belly, and a small circle (approximately half the size) for the head. These are connected by two lines to create a shape that looks to be in-between a pear and a pin.





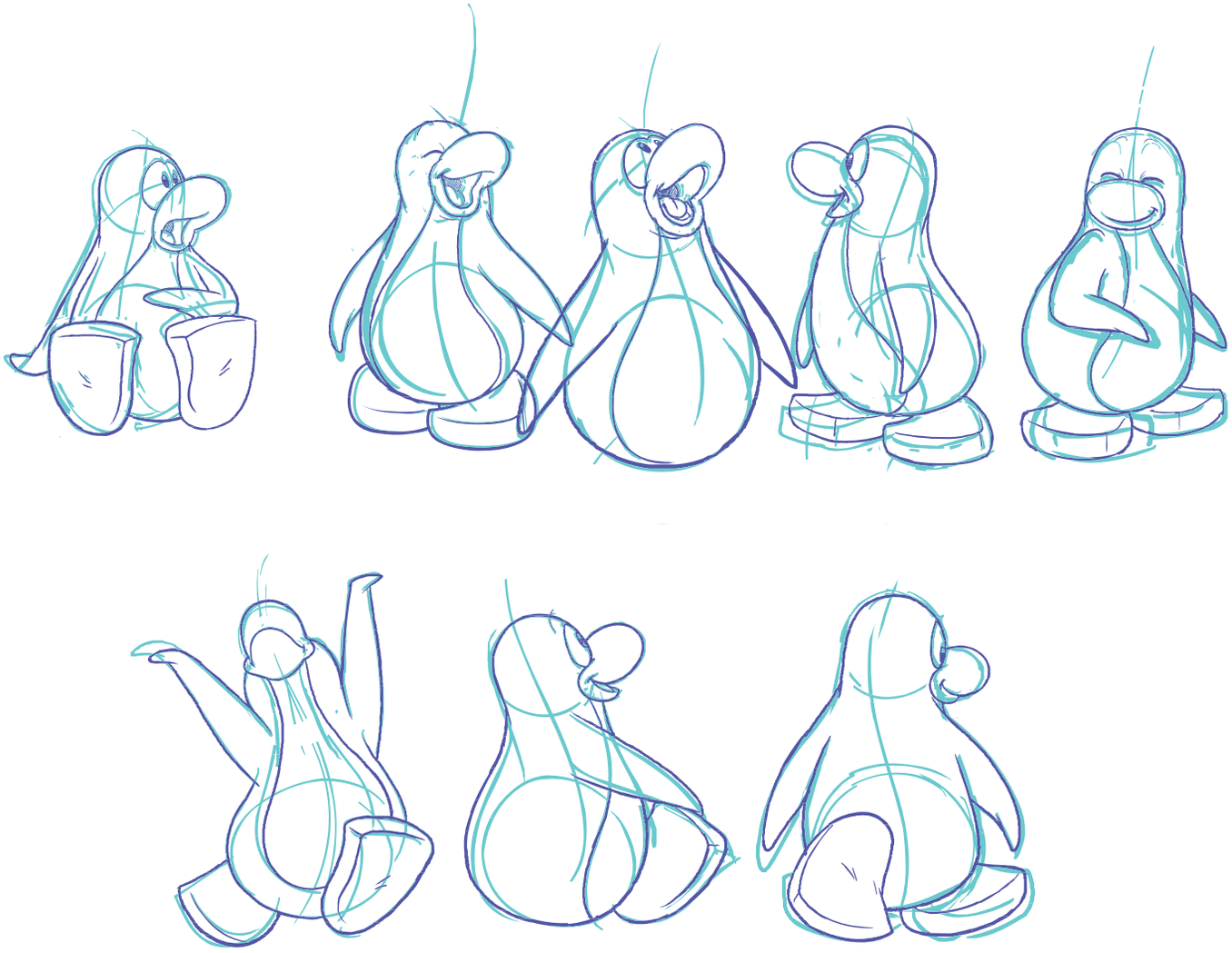


KEEP IN MIND

Refer to page 3 for more tips on drawing a penguin.

Body Shape

Always begin your sketch with an action line to help aid in the pose or gesture. It will help with more dynamic poses, and give you a better understanding of what the drawing will call for.

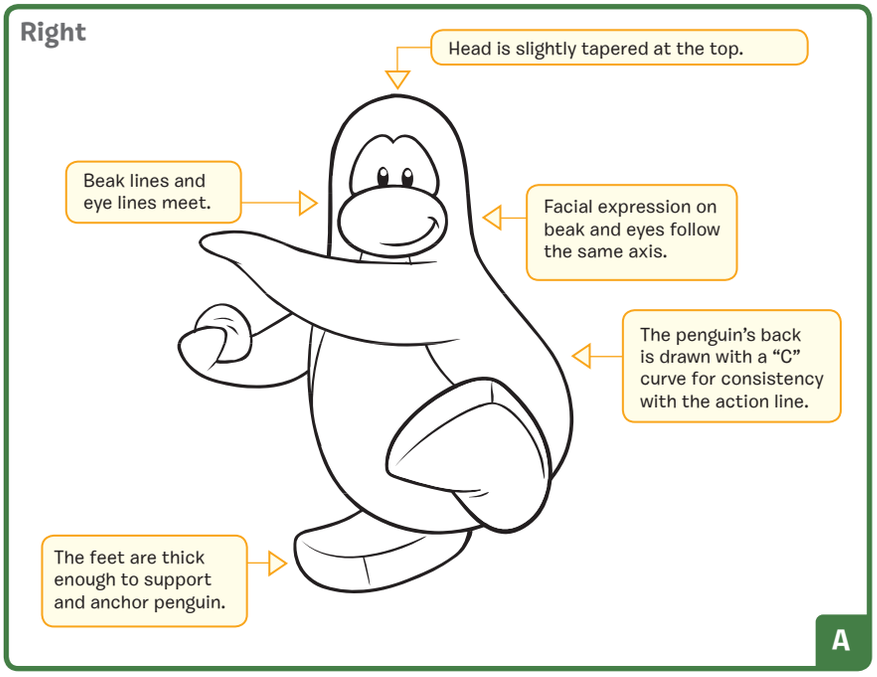


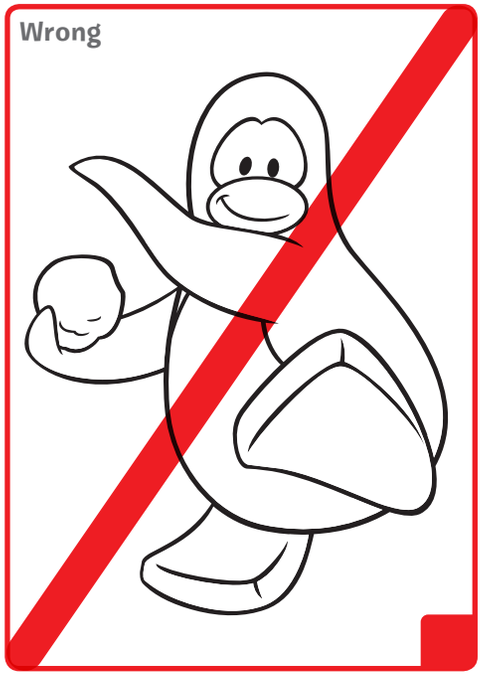
KEEP IN MIND

Refer to page 3 for more tips on drawing a penguin.

Body Shape

The white belly of the penguin begins just under the sides of the beak, and extends to the middle of the feet. It should always appear to wrap to the underside of the penguin– unless the perspective of the image is a drastic up-shot, or the penguin is in a seated position.


Right
Head is slightly tapered at the top.
Beak lines and eye lines meet.
Facial expression on beak and eyes follow the same axis.
The penguin's back is drawn with a "C" curve for consistency with the action line.
The feet are thick enough to support and anchor penguin.
A



"Penguin feet are made for dancing. Can I get a woot woot?"

–Cadence

KEEP IN MIND

The shape of the head is very important in making the whole body look correct. Always be sure to taper the head correctly all the way to the top.

Penguin Arms

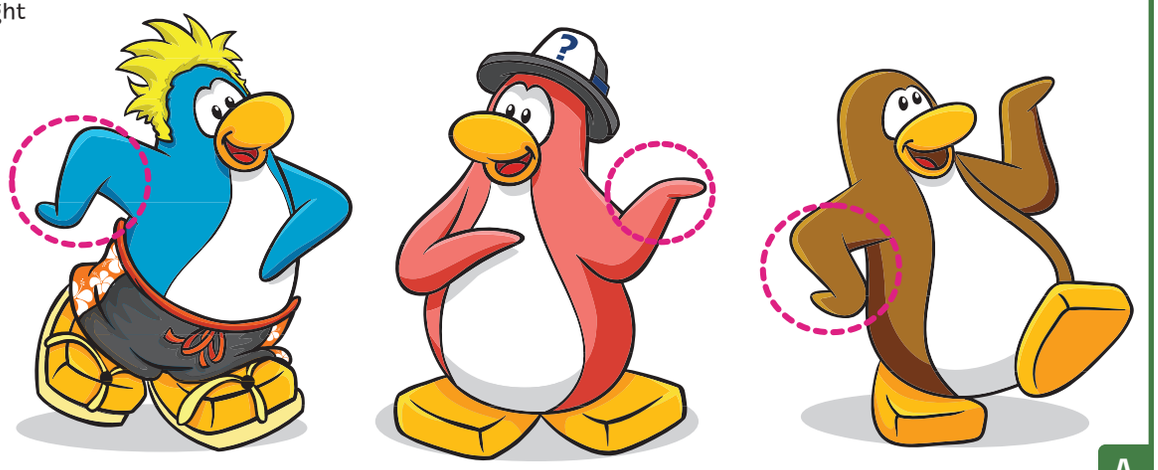
Penguin arms, much like a human arm, have an upper arm, a forearm, and a hand. These sections should always be evident so the arms do not look like tentacles.

The penguin's arms should always begin on the side of the body, at the bottom of the beak.

KEEP IN MIND

Hands are subtly implied, but are never completely defined. Additionally penguins aren't drawn with shoulders; the only exception is when the penguin is shrugging.

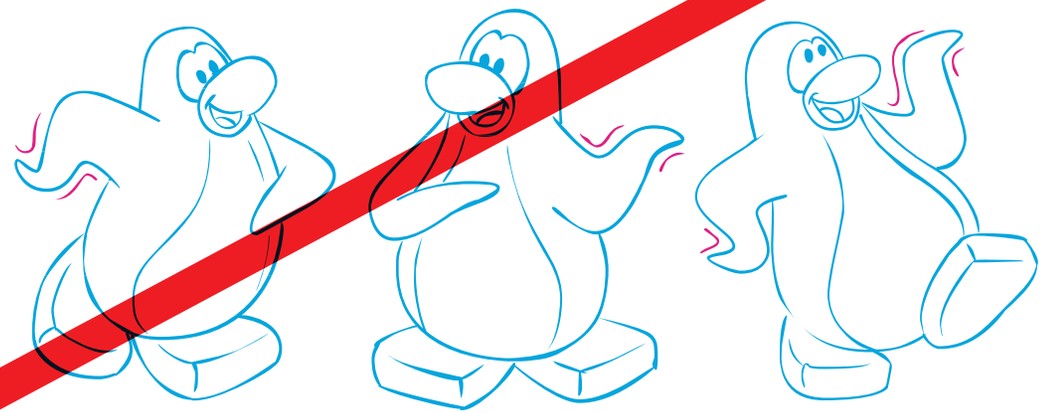
Right



A

Wrong

Watch out for the "tentacle effect"!
The "tentacle effect" occurs when a penguin's arms are supposed to be bent, but don't have clearly defined segments.

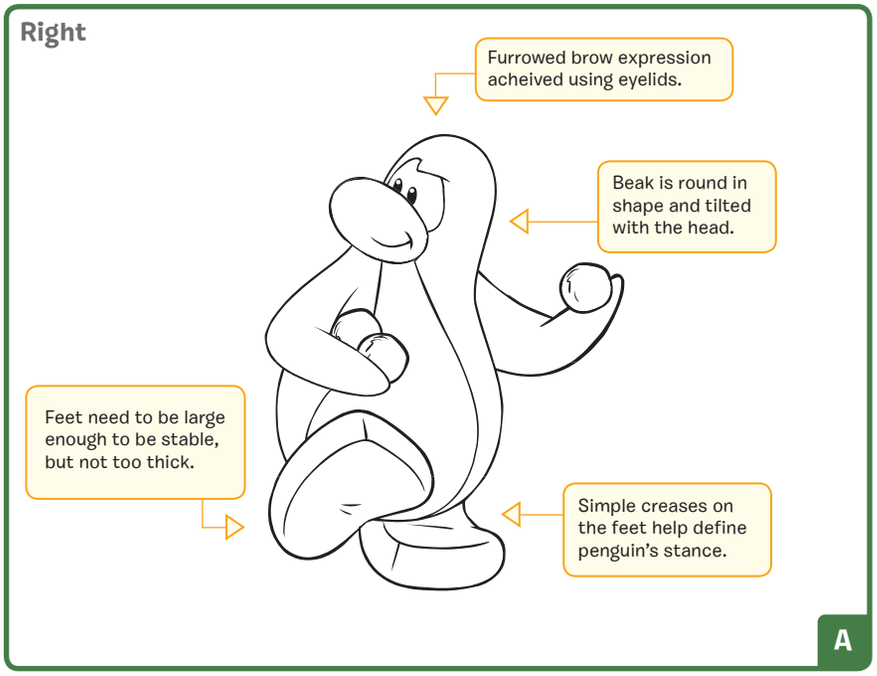


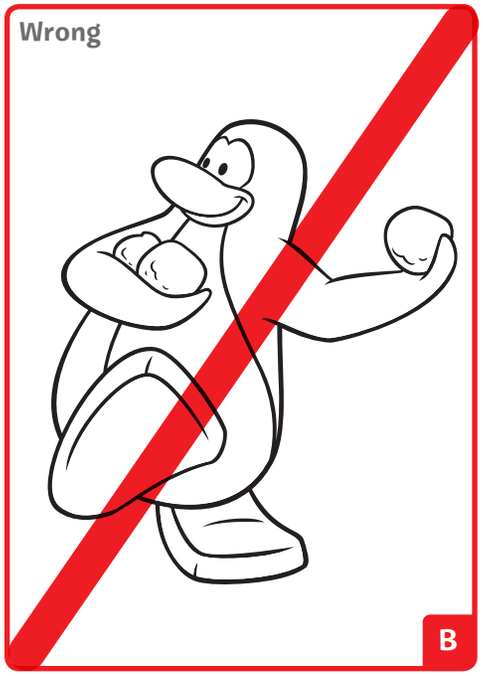
B

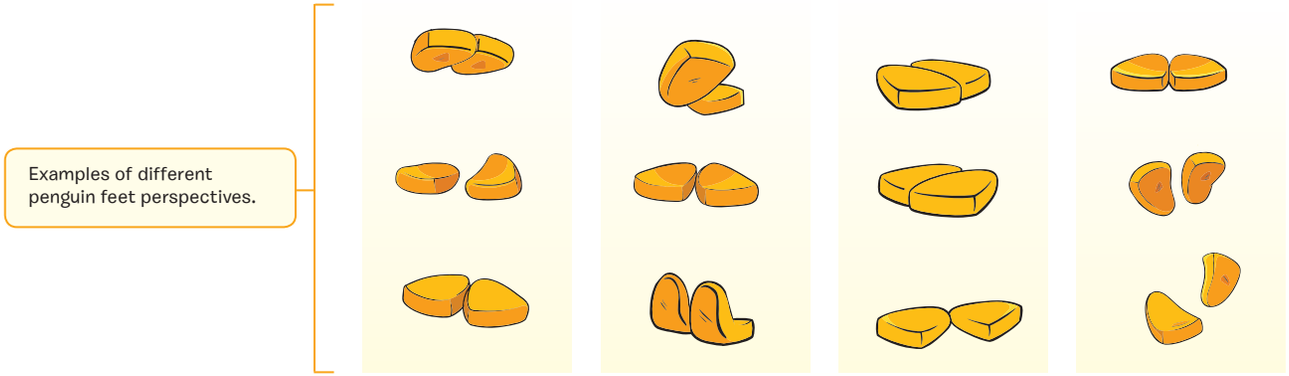
Penguin Feet

Penguin feet are rounded wedge-like triangles. They can be bent near the middle to imply toes and help with pose exaggeration.

The thickness of the feet should always be consistent from the front to the back.


Right
Furrowed brow expression acheived using eyelids.
Beak is round in shape and tilted with the head.
Feet need to be large enough to be stable, but not too thick.
Simple creases on the feet help define penguin's stance.
A

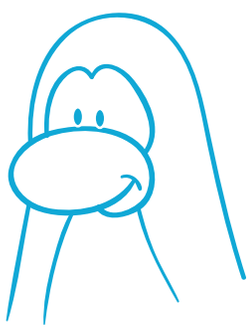




Facial Expressions

The penguin's face is key to how the penguin is feeling at any given time, but should always fit the gesture of the body.

Squash and Stretch principles apply with any facial expression seen on the penguin, and should always adhere to the eye and beak guidelines.



Neutral

Yawning

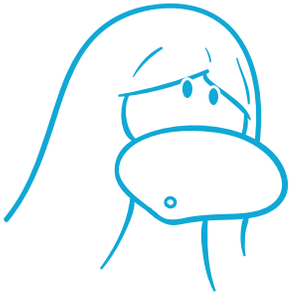
Hesitant

Sheepish

Surprised

Determined

Yuck!



Tired

Penguin Clothes

Clothing items have one simple rule that must be followed: The character can wear any combination of items from the lists (Head, Face, Neck etc) but they cannot wear two items from the same list. In other words, they can't ever wear two body items at the same time or two head items at the same time.

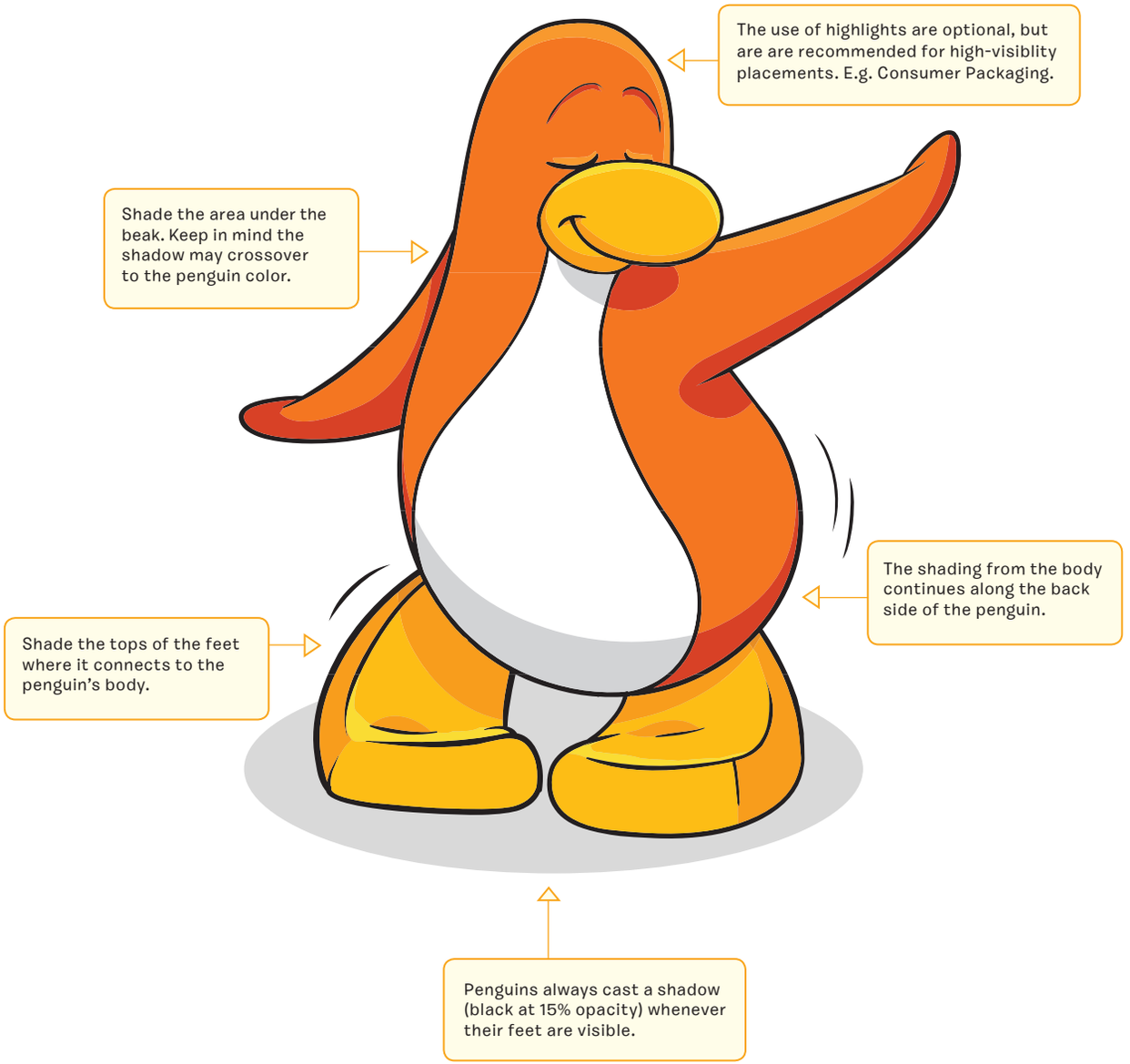
Wrong
Penguins, should not be wearing two body items at once (rugby shirt and yellow shirt). Additionally penguins should never be touching or showing "romance".
A

KEEP IN MIND

When in doubt, refer to the game and check through the categories to see which items are in which list.

Color Shading

On each part of the penguin, three-step shading should be evident. The base color, the shadow, and the highlight. Crescent shapes are generally a good shape for highlights and shadows.


The use of highlights are optional, but are are recommended for high-visiblity placements. E.g. Consumer Packaging.
Shade the area under the beak. Keep in mind the shadow may crossover to the penguin color.
The shading from the body continues along the back side of the penguin.
Shade the tops of the feet where it connects to the penguin's body.
Penguins always cast a shadow (black at 15% opacity) whenever their feet are visible.

KEEP IN MIND

Any more than three-step shading will impact the file size - sometimes drastically. Remember: simplicity is one of our creative pillars and should be followed in any illustration.

Penguin Colors

There are 14 penguin colors, and that number climbs each year. Ensure these colors are used in any illustration/animation.

PLEASE NOTE

! The above penguins are not to be used as a model reference; they are only to be used to reference correct coloring and shading values.

Standard Colors

	Hex	RGB	CMYK	Spot	GOE
main	323232	50 | 50 | 50	70 | 60 | 58 | 55	COOL GRAY 11 C	163-1-2 C
highlight	555555	85 | 85 | 85	60 | 50 | 49 | 31	COOL GRAY 9C	163-2-6 C
shadow	282828	40 | 40 | 40	66 | 56 | 57 | 71	426 C	165-1-6 C
main	003366	0 | 51 | 102	100 | 67 | 0 | 44	541 C	86-4-3 C
highlight	285A8D	40 | 218 | 141	90 | 59 | 14 | 4	646 C	70-3-3 C
shadow	000033	0 | 0 | 51	93 | 71 | 0 | 61	539 C	70-5-7 C
main	CC0000	204 | 0 | 0	5 | 100 | 100 | 2	186 C	21-1-7 C
highlight	F42828	244 | 40 | 40	0 | 78 | 74 | 0	184 C	25-1-3 C
shadow	9A0000	154 | 0 | 0	14 | 100 | 100 | 25	1807 C	21-3-6 C
main	FF6600	255 | 102 | 0	0 | 67 | 100 | 0	1505 C	12-1-7 C
highlight	FF8D28	255 | 141 | 40	0 | 43 | 88 | 0	1485 C	13-1-3 C
shadow	CD3300	205 | 51 | 0	3 | 87 | 100 | 3	172 C	16-1-5 C
main	996600	153 | 102 | 0	25 | 52 | 100 | 14	139 C	143-1-6 C
highlight	C18D28	193 | 141 | 40	16 | 43 | 100 | 3	7407 C	144-1-3 C
shadow	673300	103 | 51 | 0	36 | 72 | 100 | 32	7516 C	146-1-5 C
main	FF6666	255 | 102 | 102	0 | 68 | 54 | 0	177 C	22-1-3 C
highlight	FF8D8D	255 | 141 | 141	0 | 44 | 24 | 0	169 C	22-1-2 C
shadow	CD3333	205 | 51 | 51	11 | 88 | 89 | 3	1795 C	21-1-3 C
main	FFCC00	255 | 204 | 0	0 | 15 | 100 | 0	109 C	3-1-5 C
highlight	FFF428	255 | 244 | 40	0 | 2 | 87 | 0	106 C	3-1-4 C
shadow	CD9A00	205 | 154 | 0	3 | 30 | 100 | 9	124 C	8-1-4 C
main	0099CC	0 | 153 | 204	100 | 7 | 7 | 0	7460 C	94-1-6 C
highlight	28C1F4	40 | 193 | 244	69 | 0 | 2 | 0	312 C	94-1-5 C
shadow	00679A	100 | 49 | 14	100 | 49 | 14 | 3	308 C	94-5-2 C

Penguin Colors

Penguin color helps the character to 'pop' from the background. Be mindful of the setting you are placing a penguin onto, to avoid it blending into the overall illustration.

KEEP IN MIND

The colors shown on this page and throughout these standards are not intended as a matching system. Please refer to the current edition of the Pantone® Color Matching System.

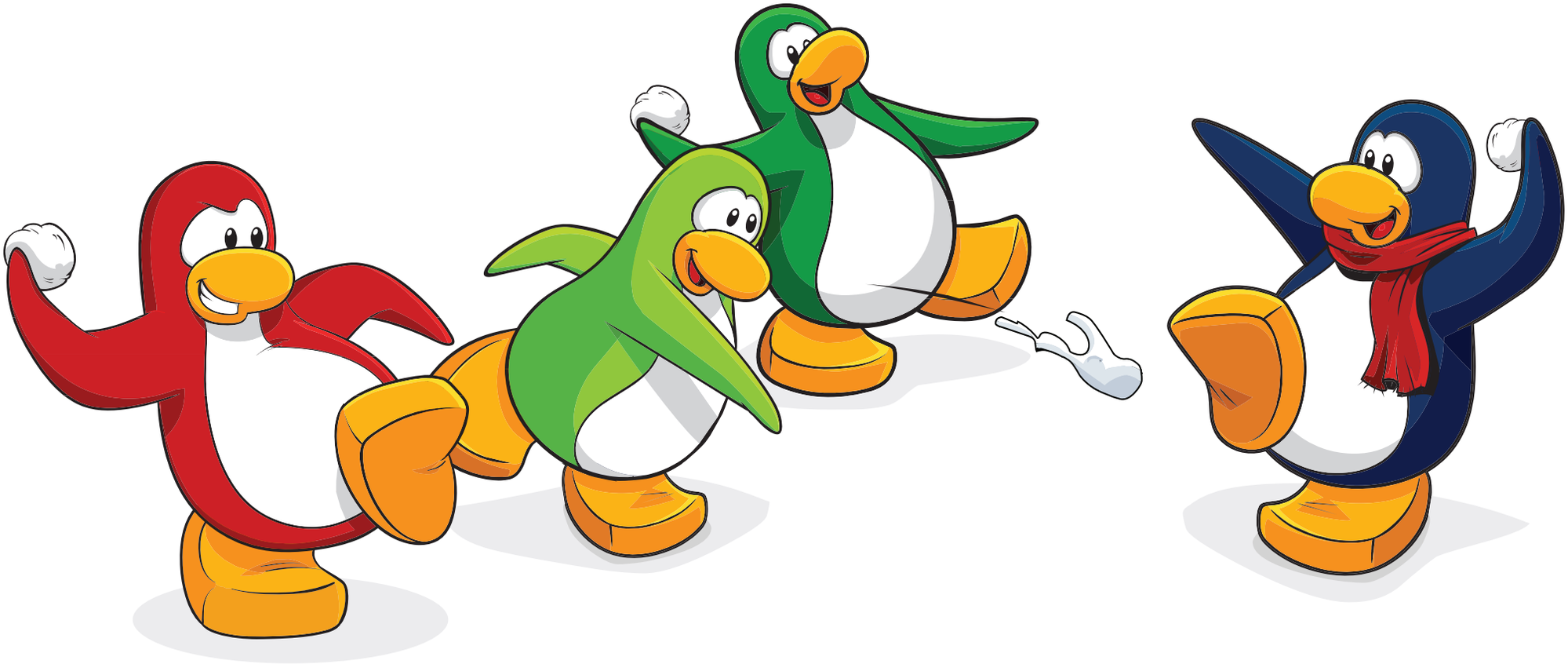
Standard Colors

	Hex	RGB	CMYK	Spot	GOE
main	FF3399	255 | 51 | 153	0 | 73 | 14 | 0	232 C	32-1-5 C
highlight	FF6ED5	255 | 110 | 213	0 | 40 | 0 | 0	230 C	32-1-3 C
shadow	CD0067	205 | 0 | 103	11 | 100 | 41 | 0	233 C	32-2-7 C
main	006600	0 | 102 | 0	83 | 30 | 100 | 28	356 C	118-4-3 C
highlight	288D28	40 | 141 | 40	81 | 19 | 100 | 8	347 C	118-4-1 C
shadow	003300	0 | 51 | 0	96 | 48 | 100 | 42	357 C	118-4-5 C
main	660099	102 | 0 | 153	77 | 100 | 0 | 0	2597 C	49-1-7 C
highlight	8E29C2	142 | 41 | 194	63 | 81 | 0 | 0	2593 C	35-1-5 C
shadow	330066	51 | 0 | 102	94 | 100 | 26 | 6	2617 C	51-4-6 C
main	8AE302	138 | 227 | 2	42 | 0 | 100 | 0	375 C	135-1-6 C
highlight	82FF2A	130 | 255 | 42	25 | 0 | 100 | 0	374 C	135-1-1 C
shadow	66BB00	102 | 187 | 0	64 | 6 | 100 | 5	369 C	134-1-7 C
main	009900	0 | 153 | 0	86 | 12 | 100 | 0	361 C	120-1-4 C
highlight	28C128	40 | 193 | 40	62 | 0 | 100 | 0	367 C	121-1-3 C
shadow	006700	0 | 103 | 0	88 | 36 | 100 | 10	363 C	121-2-2 C
main	02A797	2 | 167 | 151	100 | 0 | 46 | 3	3272 C	102-1-6 C
highlight	3ECABB	62 | 202 | 187	57 | 0 | 27 | 0	3255 C	104-1-3 C
shadow	00817C	0 | 129 | 124	100 | 0 | 30 | 34	322 C	100-2-2 C

Beak and feet (common color)

	Hex	RGB	CMYK	Spot	GOE
main	FFBC3A	255 | 188 | 58	0 | 20 | 85 | 0	136 C	6-1-3 C
highlight	FFDC31	255 | 220 | 49	0 | 10 | 90 | 0	121 C	4-1-3 C
shadow	FF9A00	255 | 154 | 0	0 | 40 | 100 | 0	1375 C	6-1-6 C

Example Poses



Example Poses